

# Public Relations Society of India

**Memorandum of Association  
and  
Rules & Regulations  
of  
Public Relations Society of India  
Headquarters: New Delhi**

Amended in 2018

## Memorandum of Association

**1. NAME OF THE SOCIETY**

The name of the Society shall be The Public Relations Society of India

**2. REGISTERED OFFICE**

The Registered Office of the Society shall remain in the National Capital Territory of Delhi and at present it is at the following address:

Old Address	New address
1021, Pocket-A, Sector-A, Vasant kunj, New Delhi-110070.	Public Relations Society of India c/o Amrit India Daily 3 <sup>rd</sup> Floor, Pratap Bhavan, Bahadur Shah Zafar Marg, ITO New Delhi 110002

**3. AIMS AND OBJECTS**

The Aims and Object of the society for which the above society is established, are as under:

- (a) to promote the recognition of public relations as a profession;
- (b) to formulate, promote and interpret to the public, understanding of the objectives, potentialities and functions of the public relations practitioners;
- (c) to promote and seek to maintain high standards of public relations practitioners;
- (d) to exchange ideas, experiences and information of value of public relations practitioners;
- (e) to foster the study and research of public relations;
- (f) to grant or sponsor the granting of fellowships and awards in recognized institutions of learning for the study and research of public relations;
- (g) to carry out and promote research of all aspects of public relations;
- (h) to issue a journal or bulletin or to publish pamphlets, books, surveys and other publications to disseminate information concerning public relations;
- (i) to undertake any other activity to further the interest of the profession and the objects of the organization in any manner;
- (j) to establish chapters or regional offices;
- (k) to develop and foster relations with other bodies and authorities;
- (l) to found, establish or takeover and /or otherwise conduct libraries and reading rooms and educational centres for the study of public relations;
- (m) to provide professional, technical and management assistance to various agencies engaged in public relations and related action program;
- (n) to accept donations, grants, presents, gifts and other offerings in the shape of movable and / or immovable properties for the attainment of the aims and object of the society;

- (o) to purchase / acquire land and / or the building in the name of the society for the upliftment & fulfillment of the aims & object of the society;
- (p) to do such other things / act / activities which are necessary and which may be incidental or conducive to the attainment of any object of the society.
- (q) All the incomes, earnings, movable/immovable properties of the society shall be solely utilized and applied towards the promotion of its Aims and Objects only as set forth in the Memorandum of the society and no profit thereof shall be paid or transferred directly or indirectly by way of dividends, bonus, profits or in any manner whatsoever to the present or the past members of the society or to any person claiming through any one or more of the present or the past members. No member of the society shall have any personal claim on any movable or immovable properties of the society or make any profits, whatsoever, by virtue of this membership.

**4. GOVERNING BODY [ National Executive ]**

The Name, Address, Occupation and Designations of the present members of the Governing Body, to whom the management of Society is entrusted, as required under Section 2 of Societies Registration Act, 1860 as applicable to the National Capital Territory of Delhi, are as under:

<b>S. No.</b>	<b>Name and Address (in Capital Letters)</b>	<b>Occupation</b>	<b>Designation (In Society)</b>
1			
2			
3			
4			
5			

**5. DESIROUS PERSONS [ National Council ]**

We, the undersigned are desirous of forming a society named Public Relation Society of India under Societies Registration Act of 1860, as applicable to National Capital Territory of Delhi, in pursuance of this Memorandum of the society:

<b>S.No.</b>	<b>Name and Address</b>	<b>Occupation</b>	<b>Signatures</b>
1			
2			
3			
4			
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6			
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11			

## **ARTICLES OF ASSOCIATION**

### **[RULES AND REGULATIONS]**

In these rules, the following expressions shall unless repugnant to the context have the meanings herein assigned to them:.

- (a) The “Society” means “Public Relations Society of India” with specific reference to the Regional Chapter.
- (b) “Trust Funds” shall mean and include all investments and funds and properties movable and immovable belonging to the Society and vested in the trustees, whether held in the general trusts or any special trusts created by any donors or testators.
- (c) “Year” means the period commencing from 1<sup>st</sup> April, and ending 31<sup>st</sup> March.
- (d) “Persons” shall mean and include individuals, firms, societies associations, corporations and incorporated societies.
- (e) “National Council” shall mean the National Council, consisting of representatives elected by the Regional Chapters, under Rule 59 (F) (v) & (vi).
- (f) “Chapter” shall mean the Regional Chapter constituted by and affiliated to the National Council of the Public Relations Society of India.

### **FUNDS**

1. The property or funds of the Society shall consist of the following:
  - (a) Grants and donations and bequests of immovable and movable property.
  - (b) Contributions.
  - (c) Entrance Fees and Annual Affiliation Dues from Regional Chapters.
  - (d) Money raised by loans or deposits.
  - (e) Interest and dividend on investments forming part of the funds.
  - (f) Money raised by sale and publication of souvenirs, brochures, other printed matter and advertising space.
2. The properties and funds of the Society shall be under the control of the National Council and such part thereof as the National Council may direct shall be vested and held in the name of the Society or in the names of such persons or person whether members of the Society or not, as may at the discretion of the National Council as trustees from time to time. No part of the property of the Society shall be sold, assigned, gifted, and transferred conveyed or otherwise disposed off, without the authority of the National Council.

3. The funds of the Society shall be utilized for the general aims and objects mentioned in the Memorandum of Association of the Society.
4. The income and property of the Society shall be applied towards the promotion of the objects of the Society provided nothing herein contained shall prevent the payment of remuneration of any office, or employees of the Society or to any member of the Society or other person in return for any services actually rendered to the Society but save as aforesaid no remuneration or other benefit in money or moneys worth shall be given to any officer, employee or member of the Society.

## MEMBERSHIP

5. The membership of the Society shall be open to any person and also to any firm, Body Corporate or Association of Persons. Such membership shall take effect on admission and classification (under Rule 7) at the discretion of the Executive Council.

Each chapter will obtain applications for PRSI membership and the chapter will forward after verification, enclosing the supporting documents for a specific category of membership to the National President. A membership card [with number] along with the category of membership will be signed and issued by the National President and the Secretary General. The number on the card will form the basis of the voters list in chapters.

6. There shall be following five classes of members:

S. No.	Class	Annual Subscription (in Rs.)	One Time Entrance Fee (in Rs.)
i)	Professional Members	400	100
ii)	Life Members	-	4000
iii)	Associate Members	700	100
iv)	Corporate Members	5000	100
v)	Student Members	200	50

## Amendment :

There shall be following five classes of members:

S. No.	Class	Annual Subscription (in Rs.)	One Time Entrance Fee (in Rs.)
i)	Professional Members	750	250
ii)	Life Members [ Professional ] Life Members [ Associate ]	-	5000
iii)	Associate Members	1000	250
iv)	Corporate Members	8000	250
v)	Student Members	400	100

as defined hereunder:

- (a) A person desirous of becoming a Professional Member should have a professional degree / diploma in PR / Mass Communication / advertising / Journalism and should have been engaged in the public relations activities as defined by the Society for a period of at least five years in executive cadre [not in staff category] and should have made a contribution to the practice of public relations. For accepting an applicant as a Professional Member it would be verified that he possesses a degree or diploma in Public Relations / Mass Communication / Advertising/ Journalism.
  - (b) One who does not qualify for membership as defined in clause (a) but who believes in the practice and promotion of sound and ethical public relations if elected as a member shall be designated as an Associate Member. This category shall also include those representatives nominated by Corporate Members who do not qualify as members as defined in clause (a).
  - (c) A Company, Institution or Association which believes in and engages in the practice of organized public relations, departmentally or through outside public relations practitioners, if elected as member shall be designated a Corporate Member.
  - (d) All bonafide students studying Public Relations, Advertising, Journalism or Mass communications are entitled to qualify as Student Members, if elected. Their application should be certified by the Principal of the college.
  - (e) An Associate Member, who wishes to be considered for Membership on the basis of some significant change in the nature of the duties or seniority or expertise gained in the profession shall submit his resignation from the Society and apply for Professional Membership. In case, any Associate Member is elected a Member, he shall not be required to pay any fresh fee as a Professional Member for the period his or her Associate Membership is valid.
  - (f) Life Member: Person who is or was in public relations profession is admitted as Life Member on a payment to be decided by the National Council from time to time. Life Members will have voting rights. Life membership will be given to only those who qualify to be Professional members of the society [in terms of professional qualifications and experience]. No new members will be inducted in this category unless they meet the criteria. The members who are already registered as the life members shall continue to be there.
7. In the case of Corporate Body or Association of Persons being elected, a member shall within 14 days of such election appoint three persons any one of whom shall represent the member at any meeting of the Society at any of the Regional Chapters at the discretion of the Corporate Member and only one such appointee, who is a PR practitioner shall be entitled to exercise on behalf of the Corporate Member, all such powers and authorities as if he were an individual member of the Society. Any such appointment may be revoked at any time by the Corporate Member making such appointment and a fresh appointment may be made.

8. (a) The National Council shall be empowered to warn, admonish, reprimand, suspend or terminate the membership of any member who commits any act or conducts himself in a manner which in the opinion of the National Council is detrimental to the interests of the Society and / or to the International Code of Ethics as adopted by the Society, provided, however, that before taking any such action against any member, the National Council shall inform the member concerned about his alleged misconduct in writing and give him an opportunity to explain the circumstances appearing against him and his explanation, if any, shall be duly considered.
- (b) The National Council is empowered to terminate membership of any member for non-payment of membership subscription due.
9. The member expelled may be reinstated by the National Council by a simple majority vote.
10. The Society shall cause to be kept a Register in which shall be entered.
  - (a) the name of each member.
  - (b) the address given in the application, and
  - (c) the class of membership in which the enrollment is effected.

Every chapter shall forthwith notify to the Secretary General of the National Council any change of address of any member. The address so registered shall be the registered address of the member and shall be the address to which all notices intended for such member shall be sent unless such notice is published in newspapers in accordance with the provisions of Rule 48.

#### **AFFILIATION DUES**

11. The National Council shall receive from each Chapter their respective affiliation fees described as under:
  - (a) Full amount of entrance fees on acceptance and classification of membership.
  - (b) One fourth of the subscription of each member of the constituent Chapter.
12. All dues payable to the National Council shall be cleared before the end of the year. i.e. before 31<sup>st</sup> March of every year.
- 12.A Each chapter will send its annual subscription and the membership fee to the NC and will get its accounts audited for the financial year, get it approved by the AGM and conduct elections before 30<sup>th</sup> September every year and will send a report in this regard to the Secretary General under intimation to the National President



## Amendment :

### CHAPTER DUES :

11. The National Council shall receive from each Chapter their respective affiliation fees described as under:
  - [ A ] Full amount of entrance fees on acceptance and classification of membership.
  - [ B ] One fourth of the subscription of each member of the constituent Chapter.
11. All dues payable to the National Council shall be cleared before the end of the year. i.e. before 31<sup>st</sup> March of every year.
- 12.A** Each chapter will send its annual subscription and the membership fee to the NC and will get its accounts audited for the financial year, get it approved by the AGM and conduct elections before 30<sup>th</sup> September every year and will send a report in this regard to the Secretary General under intimation to the National President

### AFFILIATION DUES :

12. B All the Chapters of the PRSI shall sign an MOU with the National President and the Secretary General of the National Executive according to which Chapters will agree to adopt the basic Constitution / Memorandum of the Public Relations Society of India . They will register the Chapter at their city with the respective state government. Chapter will be registered as ‘ Public Relations Society of India [ .....[ City ] Chapter...]. They will pay dues to the National Council as per the constitution and will be guided by the National Council . Chapters will obtain their own PAN numbers and will be responsible for annual audits.

### ANNUAL GENERAL MEETING:

13. The National Council shall convene an Annual General Meeting at such time and place as may be determined by the National Council before the 30<sup>th</sup> day of September every year.
14. The functions of the Annual General Meeting shall be:
  - (a) to receive and adopt the Report of Activities on the working of the Society for the preceding financial year.
  - (b) to receive and adopt the audited balance sheet including Income and Expenditure Account for the preceding financial year.
  - (c) to appoint an auditor or a firm of auditors and to fix their remuneration.
  - (d) to discuss and accept any other report / papers for furtherance of Society’s objectives.
  - (e) to consider any other business brought forward by or with the consent of the President.

15. The President may, with the consent of any meeting at which a quorum is present (and shall if so directed by the meeting) adjourn a meeting from time to time and from place to place but no business shall be transacted at any adjourned meeting other than business which might have been transacted at the meeting from which the adjournment took place. Whenever a meeting is adjourned for thirty days or more, notice of the adjourned meeting shall be given in the same manner as of an original meeting. Save as aforesaid, the members shall be not entitled to any notice of an adjournment, or of the business to be transacted at an adjourned meeting.

The quorum for the Annual General Meeting will be 26 members provided that at least one-third of duly constituted Regional Chapter are represented at the meeting.

16. In the case of an equality of votes, the Chairman of the meeting shall be entitled to a casting vote.

### **PRESIDENT**

17. The President of the Society shall be elected by the members of the National Council of the Society from among the elected members of the National Council. The president shall preside at conduct and regulate all meetings of the Society, the National Council or sub-committee of which he may be a member and his rulings on any point of order or decision as to results of voting shall be final and conclusive.
18. (a) The President of the National Council will make it a point, as far as practicable, to visit all the affiliated Chapters of the Public Relations Society of India, A portion of the President's travelling expenses may be provided by the National Council as may be sanctioned from year to year.
- (b) The President will, during his term of office, be expected to initiate programmes and organizational measures to further the aims and objects of the Society.

### **NATIONAL COUNCIL**

19. (a) i) The number of members of the National Council shall be not less than twelve. Provided, however, that the Society may from time to time at Annual General Meeting increase or reduce the number of members of the National Council.
- ii) The Chairman of the Executive Committee of the respective chapters, to be constituted as hereinafter provided.
- iii) Two or more members from each Chapter shall be nominated as provided under Rule 59 (F) (vi) by the Managing Committee of the Chapter concerned, to serve on the National Council.
- iv) The immediate past President of the National Council will be an ex-officio Member of the National Council. The past Presidents of the National Council of the previous five terms will be permanent invitees of the National Council.

- (b) The first meeting of the newly formed National Council will be convened by the out-going National Council as a joint meeting at a time and place to be fixed by the National Council before the 30<sup>th</sup> September, every year.
- (c) The first meeting of the National Council will, among other things transacted the following business:
  - i) to elect President from among the National Council members.
  - ii) to elect four Regional Vice-Presidents a Secretary General and a Secretary Treasurer.
- (d) The meeting of the National Council shall be convened at least four times a year and the venue of such meeting will rotate among the cities of Regional Chapters as may be mutually convenient to the members.
- (e) The National Council shall convene the Annual General Meeting at a place to be fixed by the National Council after the elections of the Regional Chapters and before the close of the calendar year.

**20.** The Honorary Officers of the Society shall consist of:

- i) President
- ii) Four Regional Vice- Presidents
- iii) Secretary General
- iv) Secretary /Treasurer

- 21.** (i) **Tenure:** National Executive and the Chapter Executive will have the tenure of two years. However, in order to streamline the new order in the organization, national executive which was elected in the year 2006 will have the tenure of four years. This provision will be there as a special case in order to facilitate certain basic requirements of the organization and shall not be made applicable in future.
- (ii) Officials holding posts in the executives will not be entitled to immediately contest for the same post. They can come back for the same post after a break.
- (iii) Chapters which have conducted elections during 2006 will be entitled for a term of two years. Those who have not conducted elections will do so before 31<sup>st</sup> January, 2007. Chapters who fail to do so will have ad-hoc committee announced by the National President to take over the chapter and regulate the activities. Chapters where subscription has not been submitted to NC / elections have not been conducted / activities are not being organized or chapter is not working in line with the directives of the National council Chapter Executives, will be diluted and ad-hoc committees will be announced.

## Amendment :

- 21. (i) Tenure:** National Executive and the Chapter Executive will have the tenure of two years.
- (ii) Officials elected at the National Executive and Chapter will be entitled to re-contest.
- (iii) Chapters who fail to run as per the constitution of the organization / Chapters where subscription has not been submitted to NC / elections have not been conducted / activities are not being organized or chapter is not working in line with the directives of the National council Chapter Executives, will be diluted and ad-hoc committees will be announced by the National President.
- 22.** No person shall become or remain a member of the National Council who holds any paid office in connection with the Society
- 23.** Any retiring member of the National Council shall be eligible for re-election.
- 24.** Casual vacancies in the National Council shall be filled up by the Executive Committee from the Regional Chapter from which the Vacancy arises by appointing any member to hold the office until the next Annual Convention.

## POWERS OF THE NATIONAL COUNCIL

- 25.** The business and affairs of the Society shall be managed by the National Council which may exercise all such powers of the society, and does on behalf of the Society all such acts and things as may be exercised and done by the Society, and as are not required to be exercised or done at a general meeting of the Society. Without prejudice to the generality of the above powers, the National Council may delegate the powers and authorities vested in it to any person, company or to a subcommittee.
- 26.** In furtherance of and without prejudice to the general powers conferred by or implied in the last preceding rule and all other powers conferred by these rules it is hereby declared that the National Council shall have the following powers, namely:
- (a) to invite and receive or without such invitation receive any voluntary contribution, gifts or grants of money or property from the Government of India or the Government of any state in India, any trust or endowment, any company, person or association of persons, whatsoever, either by way of donation, endowments, capital grants, annual or other subscription, legacy or otherwise, for the purpose or benefit of the objects of the Society or any of them or for any specific trust or purposes and to hold all such grants in accordance with the terms, objects and purposes thereof;
- (b) to expand the funds of the Society in such manner as they shall consider most beneficial for the purposes of the Society and to pay out of such funds all expenses of and incidental to the formation of the Society and management and administration of any of the object of the Society and for the purposes of the Society, and to invest in the name of Society or in the names of the trustees such part thereof as they may see fit, and to direct the sale or

transposition of and such investments and to expend the proceeds of any such sale for the purpose of the Society;

- (c) to invest any money of the Society not immediately required for the purposes thereof in the name of the Society or in the names of the trustees, in or upon any securities and investments authorized by law for the investment of trust funds, or immovable property whether freehold, leasehold or of any other tenure and in the debentures, bonds and preference or ordinary shares of any municipality, local authority, port trust, company or other body corporate, incorporated in India or elsewhere and to vary such investments from time to time when deemed expedient;
- (d) From time to time to open and maintain a banking account or banking accounts (whether current, savings, safe custody or deposit including overdraft) with any bank or banks as may from time to time be selected in the name of Society and to determine as to who shall be entitled to operate on such accounts and sign on behalf of the Society, it cheques bills, receipts, vouchers etc.;
- (e) to determine and to make arrangement as to who shall be entitled to sign on behalf of the Society - cheques, bills, receipts, vouchers, contracts and other documents of whatsoever nature;
- (f) to enter into contracts on behalf of the Society, to commence, institute, prosecute and defend all such actions, suits or other proceedings by or against the Society and to compromise or submit to arbitration the same as it may in its discretion consider fit;
- (g) to establish to promote the establishment of Chapter of the Society in any of the states or for any specified territories or areas in India or elsewhere and to frame regulations and bye-laws for the conduct of the affairs of such Chapters or any of them and to delegate any of the functions, powers and duties of the National Council to any such Chapter in respect of the state, territories or areas for which it has been established;
- (h) from time to time to appoint with or without remuneration manager, secretaries, treasurers, clerks and other employees as may be deemed expedient for carrying out the objects and purposes of the Society.
- (i) to examine, watch promote, support or oppose any legislation or administrative action affecting or likely to affect the attainment of the objects of the Society and for that purpose to petition Parliament, any legislature, any Government department or any Municipal, local or other authority or body;
- (j) To establish and maintain at any place or places in India or elsewhere libraries of books, reviews and other publications of all kinds, and to sell books, reviews and other publications bearing or dealing with the subject of public relations as per Government Rules;
- (k) to hold or associate with, support and attend periodical and other congresses, conferences and public meeting calculated, directly or indirectly, to advance the cause of public relations and to issue reports concerning the same;

- (l) to enlist the co-operation of the public and press in India or any part of the world;
- (m) to establish competitions of all kinds calculated to further the objects of the Society, and to offer and grant prizes, reward, scholarships and premiums of such character, on such terms and generality in such manner as may appear expedient;
- (n) to collect and organize the collection of funds by advertisements, lectures, entertainments, appeal to the public, and by any other means;
- (o) to purchase, take on lease or in exchange, hire or otherwise acquire any immovable or movable property and any rights or privileges which may be necessary or convenient for any of the purposes of the Society as per Government Rules;
- (p) to sell, improve, manage, develop, exchange, lease enfranchise, mortgage, dispose of turn to account or otherwise deal with all or any part of the property or rights of the Society as may be deemed expedient as per Government Rules;
- (q) to construct, maintain, pull down, rebuild, add to alter or improve any house, building or work necessary or convenient for the purpose of the Society as per Government Rules;
- (r) to borrow or raise any money required for the purpose of the Society on such terms and with or without security as may be determined and to grant or direct to be granted mortgages for securing the same.
- (s) to admit persons to membership on such terms and conditions and subject to such payment (if any) as may from time to time be determined;
- (t) to amalgamate with any society, association having objects altogether or in part similar to those of the society;
- (u) to purchase or otherwise acquire and undertake all or any part of the property, assets, liabilities and engagements of any one or more of the societies, associations with which the Society is authorized to amalgamate;
- (v) to transfer all over or any part of the property, assets, liabilities and engagements of the Society to any one or more of the societies, associations with which the Society is authorized to amalgamate as per Government Rules;
- (w) to provide superannuation fund for the servants of the Society, or otherwise to assist any such servants their widows and children out of the moneys of the Society and to provide Provident Fund and Benefit Funds for and to give pensions, gratuities or charitable aid to the employees or ex-employees of the Society or to the members of their families and dependents;
- (x) to delegate all or any of their powers to any sub-committees, or chapter;

- (y) To sign, execute and deliver such assurances and deeds as may be necessary;
- (z) to make and from time to time repeal or alter regulations as to the management of the Society and the affairs thereof and as to the duties of any officers or servants of the Society and as to the conduct of business by the National Council, or any sub-committee, or as any of the matters or things within the powers or under the control of the National Council, provided that the same shall not be inconsistent with the Memorandum of Association and these rules;
- (aa) to decide any question of doubt or difficulty as to the construction or operation and effect of any of these rules or the regulations made by it and the procedure to be adopted, in case of any doubt or difficulty and such decision shall be valid and binding for all purpose;
- (bb) and generally to do all things necessary or expedient for the due conduct of the affairs of the Society not herein otherwise provide for.
- (cc) National Council shall on its own organize at least one National Seminar in a year in co-ordination with the Chapter.

#### **PROCEEDINGS OF THE NATIONAL COUNCIL**

- 27.** The National Council may meet for the dispatch of business, adjourn or otherwise regulate it's meeting as it thinks fit, and determine the quorum necessary for the transaction of business unless otherwise determined, seven members in person representing at least on-third of the duly constituted Chapters shall be quorum. Questions arising at any meeting shall be decided by a majority of votes. In case of any equality of votes, the Chairman of the meeting shall have a casting vote.
- 28.** On the request of the President or any two other Honorary Officers or any three members of the National Council, the Secretary General shall, at any time, summon a meeting of the National Council. Any member of the National Council who is absent from India, shall not be entitled to notice of a meeting.
- 29.** At least one month's notice shall be given to every member of the National Council for a meeting of the National Council. An emergency or urgent meeting may be called at seven day's notice at the instance of the President.
- 30.** The President and in his absence one of the Regional Vice- Presidents shall preside over meetings of the National Council, but if at any meeting, neither the President nor any of the Regional Vice-Presidents be present within fifteen minutes after the appointed time for holding the meeting and willing to preside, the members of the National Council present shall choose one of their members to be the Chairman of the meeting.
- 31.** A meeting of the National Council duly convened at which a quorum is present shall be competent to exercise all the authorities, powers and discretion by or under these present for the time being

vested in the National Council. The National Council shall be entitled to form such sub-committees as it shall deem necessary.

32. The National Council may delegate any of its powers to sub-committees consisting of such member or members of the Society as it thinks fit, and any such committee so formed shall in the execution of the powers so delegated, conform to any regulations imposed on it by the National Council. The meetings and proceedings of any such sub-committee shall be governed by the provisions of the meetings and proceedings of the National Council so far as applicable and the same shall not be superseded by any regulations made by the National Council as aforesaid.
33. All acts bonafide done by any meeting of the National Council or of any sub-committee of the National Council or by any person acting as a member of the National Council shall, notwithstanding it be afterwards discovered that there was some defect in the appointment or continuance in office of any such member or person acting as aforesaid or that they or any of them were disqualified, be as valid as if every such person had been duly appointed or had duly continued in office and was qualified to be a member of the National Council.
34. The National Council shall cause proper minutes to be made of all appointments of officers made by the National Council and of the proceedings of all meetings of the Society and of the National Council and of all business transacted at such meetings and any such minutes of any meeting if purporting to be signed by the Chairman of such meeting or by the Chairman of the next succeeding meeting shall be sufficient evidence, without any further proof of the facts therein stated.
35. The National Council may from time to time provide the rules and regulations for management of Chapters and give any direction or make any rule applicable to such Chapters.
36. (a) A resolution passed by circular, without a meeting of the National Council shall be as valid as a resolution duly passed at a meeting of the members of the National Council.  
 (b) A resolution shall be deemed to have been duly passed by the National Council by circulation, if the resolution has been circulated in draft to all the members of the National Council and has been approved of by a majority of them.

#### **SECRETARY GENERAL**

37. The Secretary General shall look after the affairs of the Society under the directions of the National Council and shall convene whenever necessary meetings of the Society and of any committee or sub-committee and any other meeting which it may be necessary to be called. The Secretary General shall be from the same region as the President for the time being.
38. The Secretary General shall keep or cause to be kept proper minutes of the proceedings of the general meetings of the Society and of the National Council and he will do everything necessary to give effect to the resolutions passed by the general meetings of the Society as also those passed by the National Council and any committee or sub-committee.



- 39.** The Secretary General shall supervise the working and the management of the Society and carry on all correspondence and keep or cause to be kept all records of the Society under proper care and custody. He will also prepare Annual Report on the working of the Society for submission to the Annual General Meeting subject to the approval of the President and National Council in terms of rule 45 (a).

#### **SECRETARY / TREASURER**

- 40.** The Secretary/Treasurer will be elected from among the representatives of the Delhi Chapter, which is the registered office of the Society and shall act under the directions of the National Council in administering the statutory affairs of the Society.
- 41.** The functions of the Secretary / Treasurer – Headquarters will be:
- (i) to receive all payments made to the Society and pass all necessary receipts;
  - (ii) to maintain proper books of account;
  - (iii) to maintain a Register of Members with their proper classifications;
  - (iv) to attend to all statutory matters by filing various returns before the Registrar of Societies and before the Income Tax Authorities.

#### **ACCOUNTS**

- 42.** The National Council shall close the accounts of the Society to be regularly entered in proper books. The financial year of the Society shall end on 31<sup>st</sup> March of each calendar year.
- 43.** The National Council shall from time to time determine whether or to what extent and at what time and place and under what conditions or regulations the accounts and books of the Society or any of them shall be open to the inspection of the members not being members of the National Council and no member (not being on the National Council) shall have any right of inspecting any account or book or document of the society except as conferred by law or authorized by the National Council or by the Society in the general meeting.

#### **AUDIT**

- 44.** The accounts of the Society shall as soon as practicable after the end of the financial year be audited by a duly qualified auditor or auditors who shall be appointed at each Annual General Meeting.

#### **ANNUAL REPORT**

- 45.** (a) The National Council shall submit to the Annual General Meeting a Report of the work done by the Society together with a Statement of Accounts of the previous year showing all moneys received and expended during the previous financial year and Balance Sheet containing a

summary of the assets and liabilities of the Society made up to the last day of the financial year.

- (b) A printed copy of the Report, the Statement of Accounts and Balance Sheet signed by at least three members of the National Council of the respective year shall be sent to every member not less than fourteen days previous to the Annual General Meeting.

## **REGIONAL CHAPTERS**

- 46.**
- (a) The National Council may at its discretion and convenience constitute a Regional Chapter of the Society consisting of not less than 20 ordinary, life and corporate members in different States and Union Territories for such regions as it may deem fit.
  - (b) A Chapter so constituted shall be managed by an Executive Committee to be elected from amongst the members of the chapter as provided for in the Chapter constitution appended hereunder.
  - (c) The Chairman and Secretary of the Executive Committee of each Chapter for the time being shall be the ex-officio members of the National Council, and shall exercise all the powers of a duly elected member of the National Council.
  - (d) The National Council shall have power at any time to suspend the entire Chapter or any of its members and reconstitute the Chapter, if the activities of the said Chapter are not in the national interest or against the Articles and Memorandum of the Society.
  - (e) Out of the capital subscription realized by the Chapter from the persons residing within their jurisdiction, 75% may be retained by them for their expenses and 25% shall be remitted to the National Council. However the entrance fee received by each Chapter shall be paid fully into the fund of the National Council.
  - (f) Each Chapter will be entitled to raise its funds for expenses for its activities in furtherance of the Society's objectives.
  - (g) Any vacancy occurring in the membership of the Executive Committee of the Chapter shall be filled in by the Executive Committee by majority decision and the fact of such vacancy and the subsequent decision of the Executive Committee shall be reported to the National Council by the Secretary of the said Chapter.
  - (h) Each Chapter shall develop membership, keep proper accounts of subscriptions and make monthly reports to the National Council of all its activities.
  - (i) Any Chapter holding an All India Public Relations Conference (hereinafter called as National Conference) as decided by the National Council, the said conference will be deemed to be organized by the respective Chapter for and on behalf of the National Council and overall control will be vested in the National Council. However, the Chapter concerned may be asked to form organizing committee as thought for success.

- (j) In organizing such conference as mentioned in the foregoing sub clause, the Chapter or the organizing committee so formed, can fix up Delegate Participation fee as may be called, to be received subject to the approval of the National Council from the participant and out of such earnings the Chapter holding the conference will pay 5% of the total such fee /s to the National Council for its central fund.
- (k) The Regional Chapters should be named after the city where it is formed and not after the state to which it belongs to.

## **ANNUAL RETURNS**

- 47. Every year on or before the fourteenth day succeeding the day on which according to the Rules of the Society, the Annual General Meeting of the Society is held, the National Council shall file with the Registrar of Societies a list of names, address and occupations of the persons composing the National Council.
- 48. (a) A notice may be given by the Society to any member either personally or by sending it by post to his registered address.
- (b) Where a notice is sent by post, service of notice shall be deemed to be effected by properly addressing, prepaying and posting a letter containing a notice and unless the contrary is proved to have been effected at the time at which the letter would be delivered in the ordinary course of post.
- (c) Notices may also be given to the members by publishing the notice in one or more newspapers circulating in India instead of sending notice by post individually to each member. Such notice shall be deemed to have been given on the first date on which it is published.

## **INDEMNITY**

- 49. Every member of the National Council shall be indemnified by the Society and it shall be the duty of the National Council out of the funds of the society to pay all costs, losses and expenses which any such member of the National Council incurs in the discharge or functions assigned by the National Council.

## **NEW RULES AND ALTERATION OF RULES**

- 50. The National Council shall be entitled to add, to alter or to amend Memorandum and Rules and Regulations when deemed necessary and to make and amend bye-laws for any purposes of the Society in accordance with section 12 & 12 A of the Societies Regulation Act, 1860 as applicable to National Capital Territories of Delhi. No new rule or bye-law shall be made, not any of the rules herein contained or hereinafter to be made, shall be valid and effective unless such alteration

or amendments have been duly placed before the Annual General Meeting of the members and their approval is obtained to the same.

## **WINDING UP**

- 51.** The Society shall be dissolved or wind upon a Resolution of National Council or as provided in Section 13 of the Societies Registration Act, 1860. If upon winding up or dissolution of the Society, there remains after satisfaction of all its debts and liabilities, any property whatsoever, the same shall not be paid or distributed among the members of the society, but shall be given or transferred to a charitable institution or organization having objects similar to the objects of the Society and which shall prohibit distribution of its income and property amongst its members to the extent at least as is imposed upon the Society under or by virtue of Rule 4 hereof, such institution or organization to be selected by the members of the Society at or before dissolution, and if and so far as effect cannot be given to the aforesaid provision, then the property of the Society shall be transferred or paid to any charitable object.
- 52.** Elections to National Council Office Bearers and Regional Chapter office bearers are held by calling nominations and appointing a Returning Officer.
- (a) The voters list should be published by the end of June and circulated to all Chapters. Nominations for election should notified by appointing a Returning Officer.
  - (b) A certificate of membership will be issued by the National Council under the signature of the President, PRSI. Without such membership card the member is not considered as a member of PRSI for election purposes. The certificate number should be noted in the voters list.
  - (c) The National Council has the right to suspend any of the Chapter and appoint an ad hoc committee till suspension is revoked. A Chapter will be suspended in the following circumstances:
    - (i) For not conducting the AGM and Elections within stipulated period.
    - (ii) Not rendering proper accounts to the National Council within stipulated time.
    - (iii) Not paying affiliation fee due to the National Council within stipulated time.

## Amendment :

- 52 Elections to National Council Office Bearers and Regional Chapter office bearers are held by calling nominations and appointing a Returning Officer.
- ( a ) The voters list should be published by the end of June and circulated to all Chapters. Nominations for election should notified by appointing a Returning Officer.
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  - ( c ) The National Council has the right to suspend any of the Chapter and appoint an ad hoc committee till suspension is revoked. A Chapter will be suspended in the following circumstances:
    - ( i ) For not conducting the AGM and Elections within stipulated period.
    - ( ii ) Not rendering proper accounts to the National Council within stipulated time.
    - ( iii ) Not paying affiliation fee due to the National Council within stipulated time.
  - ( d ) Eligibility of Chapters to vote at the National Executive Elections :
 

Chapters that have been represented by at least one of the NC members at least 50 percent National Council Meetings will be allowed to vote.

Those individuals who have attended 50 percent NC meetings in the last two years will only be eligible to contest for the National Executive.
53. PRSI shall observe the National Public Relations Day on April 21<sup>st</sup> every year. Each chapter is expected to observe this day as a day of rededication to discipline of Public Relations.
54. The National Council shall hold the All India Public Relations Conference every year.

## Amendment :

54. The National Council shall hold the All India Public Relations Conference every year. The NC may ask any Chapter to organize it on behalf of the National Council. Organising Chapter will share 25 % of the net profit with the National Council .
55. Public Relations Journal is to be brought out by National Council as an official organ of PRSI.

**REGIONAL COUNCILS**

56. There shall be four Regional Councils formed based on the geographical demarcation of the country as under:

	<b>Region</b>		<b>State and / or Union Territories</b>
a)	Eastern Regional Council Comprising	1.	Assam
		2.	Nagaland
		3.	Orissa
		4.	Bihar
		5.	West Bengal
		6.	Arunachal Pradesh
		7.	Manipur
		8.	Tripura
		9.	Sikkim
		10.	Meghalaya
		11.	Mizoram
		12.	Jharkhand
b)	Western Regional Council Comprising	13.	Maharashtra
		14.	Gujarat
		15.	Goa
		16.	Daman Diu
		17.	Madhya Pradesh
		18.	Chattisgarh
c)	Northern Regional Council Comprising	19.	Jammu & Kashmir
		20.	Uttar Pradesh
		21.	Rajasthan
		22.	Punjab
		23.	Haryana
		24.	Himachal Pradesh
		25.	Delhi
		26.	Chandigarh
		27.	Uttranchal
d)	Southern Regional Council Comprising	28.	Andra Pradesh
		29.	Karnataka
		30.	Kerala
		31.	Tamil Nadu
		32.	Pondicherry
		33.	Lakshadweep
		34.	Andaman and Nicobar Island

Each Regional Council will be headed by the Regional Vice- President of PRSI National Council. For the sake of convenience, the Regional Headquarter may be located at the place where the Regional Vice- President is located.

However, it may shifted to a place as decided by the Regional Council like Kolkatta, Bombay, Delhi and Chennai. The Regional Council shall consist of Chapter Chairman, Vice President, Secretary and the National Council Members of the Chapters besides three members nominated by the National Council. The Regional Council shall meet once in three months.

**Term:** The term of office of each Regional Council shall be in line with the term of the office bearers of National Council.

### **Chairman, Regional Council:**

**57.** The Regional Vice- President of the National Council will chair the meetings of the Regional Council. In his absence, the Chairman of the Chapter where the Regional Council Meeting is being organized will preside over the meeting. The Regional Vice-President will ensure the proper functioning of Chapter. He shall visit all the chapters of the Region at least one in year.

### **Functions of Regional Council**

**58.** The Regional Council shall perform the following functions:

- (i) to promote growth of membership in their respective regions;
- (ii) to promote formation of new chapters in the region;
- (iii) to represent PRSI National Council at State Level wherever necessary and to assist in the activities of Chapter on behalf of the PRSI;
- (iv) to organize Regional Public Relations conference at least once a year in one of the Chapters;
- (v) to bring out the newsletter on behalf of the Regional Council to promote exchange of ideas among the Chapters;
- (vi) to ensure timely, audit of accounts of the chapter and the holding of Annual General Meetings of Chapters;
- (vii) to co-ordinate activities of various chapters in the region;
- (viii) to setup committees for carrying their activities in the regions in a planned and systematic manner;
- (ix) to takeover such duties and responsibilities as may be entrusted by the National Council;
- (x) Quorum for Regional Council Meeting shall be three or 1/5<sup>th</sup> of the strength of the total membership of the Regional Council whichever is larger.

### **Chapter Constitution**

**59.** All the above rules will also apply to the Chapters subject to the following which shall prevail, if already covered in above rules.

**(A) Ceasing of Membership**

- (i) A member shall cease to be a member of the Society;
  - (a) If the annual subscription (if any), so far as the same has not been previously remitted or reduced by the Society is in arrears for twelve month and the Executive Committee resolves that he be removed from membership.
  - (b) If by notice in writing addressed to the Society he resigns his membership.
  - (c) If he is expelled from the Society by the Executive Committee.
- (ii) Any person ceasing to be a members of the Society for any reason, shall nevertheless remain liable to pay all annual subscription and other sums (if any), presently payable by him to the Society at the date of he ceasing to be a member.

**(B) Fees & Subscriptions**

- (i) The National Council may from time to time fix the entrance fees and annual subscription to be paid by the different classes of members;
- (ii) The Executive Committee on receipt of an application for membership shall scrutinize the same and forward it to the National Council along with the recommendations of the Chapter for acceptance and classification by the National Council;
- (iii) Applications for admission to membership of the Society shall be made to the “National Council through Regional Chapters” in writing on a prescribed form accompanied by the subscription for the first year of membership;
- (iv) All annual subscriptions shall be payable in advance on the 1<sup>st</sup> day of April, every year except that the first annual subscription of a person admitted to membership shall be payable on his application for membership;
- (v) The Executive Committee acting under the authority of the National Council, shall have power to remit or reduce annual subscription or arrears of annual subscription of any member in any case where special circumstances in the opinion of the Executive Committee make such a remission or reduction desirable;
- (vi) The Chapter shall hold an Annual General Meeting before 30<sup>th</sup> June every year at such time and place as may be determined by the Executive Committee and shall specify the meeting as such in the notice calling it.

**(C) General Meetings**

- (i) The function of the Annual General Meeting shall, inter alia, be:



- (a) to elect seven members of the Executive committee from amongst the members of the Chapter in place of the seven members of the Executive Committee retiring at the end of one year.
  - (b) To elect the Chairman from among the seven elected members of the Executive Committee.
- (ii) An extraordinary meeting shall be summoned by the Chairman of the Executive Committee on the requisition of five members of the Executive Committee or on the requisition of one-tenth of the members of the Chapter for the time being or if the Chairman thinks it necessary to do so. It shall be the duty of the Chairman, or the Executive Committee to call such a meeting within one month of the receipt of the requisition as aforesaid.
  - (iii) For Annual General Meeting at least twenty-one clear days notice and in the case of an Extraordinary General Meeting, ten clear days notice shall be given. The notice shall specify the date, hour and place of the meeting and as far as possible a statement of business proposed to be transacted. Any accidental omission to give or any mistake in the giving notice of any general meeting shall not invalidate the proceedings of such a meeting. The Annual General Meeting shall be summoned either by the order of the Chairman or of the Executive Committee.
  - (iv) No business shall be transacted at any general meeting, annual or extraordinary, unless a quorum is present when the meeting proceeds to business. Save as herein otherwise provided seven members or ten percent of the Chapter membership, whichever is higher, personally present, shall be a quorum. If within half an hour from the time appointed for the holding of a general meeting a quorum is not present, the meeting, if convened on the requisition of members shall be dissolved. In any other case, it shall stand adjourned to the same day the following week at the same time and place or at such other place as the chairman shall appoint and if at such adjourned meeting a quorum is present within half an hour from the time appointed for holding the meeting the members present shall be a quorum.
  - (v) The Chairman and failing him the Vice- Chairman or any one of the members of the Executive Committee, shall preside as chairman at every general meeting, but if at any meeting neither of them shall be present within fifteen minutes after the time appointed for holding the same or even if present shall not be willing to preside, the members present shall choose some member of the Executive Committee or if no such member be present, or if all the members of the Executive Committee present decline to take the Chair, they shall choose some member of the Chapter who shall be present, to preside.
  - (vi) The Chairman may, with the consent of any meeting at which a quorum is present (and shall if so directed by the meeting) adjourn a meeting from time to time and from place to place but no business shall be transacted at any adjourned meeting other than business which might have been transacted at the meeting from which the adjournment took place. Whenever a meeting is adjourned for thirty days or more, notice of the adjourned meeting shall be given in the same manner as of an original meeting. Save as aforesaid, the members

shall not be entitled to any notice of an adjournment, or of the business to be transacted at an adjourned meeting.

- (vii) In the case of an equality of votes, the Chairman of the meeting shall be entitled to a casting vote.

**(D) Vote of Members**

- (i) Every member, other than an Associate member, or a Student member, physically present at a meeting shall have one vote. Attendance by proxy will not be permitted at general meeting.
- (ii) Save as herein expressly provided, no person other than a member who shall have paid subscription and other sum (if any) which shall be due to payable to the Society in respect of his membership, shall be entitled to be present and vote on any question at any general meeting but any accidental omission to enforce this provision shall not invalidate any resolution

**(E) The Chairman**

The Chairman of the Chapter shall be elected by the members at a general meeting of the Chapter, from among the seven elected members of the Executive Committee. The Chairman shall preside at conduct and regulate all meetings of the Chapter, the Executive Committee or Sub-Committee of which he may be a member and his rulings on any point of order or decision as to results of voting shall be final and conclusive.

**(F) Executive Committee**

- (i) The number of members of the Executive Committee shall be not less than seven and not more than eleven. Provided however that the Chapter may from time to time in a general meeting increase or reduce the maximum or minimum number of members of the Executive Committee.
- (ii) The Executive Committee shall consist of the following persons:
  - (a) Seven members to be elected at the Election Meeting.
  - (b) Not more than four persons (from among Members and Associate Members) to be co-opted by the Executive Committee provided, however, that at least two of the co-opted Members shall be Associate Members and provided further that if none of the outgoing office-bearers is re-elected at least one of the outgoing office-bearers shall be a co-opted Member. The co-opted Associate members shall have the full voting right in all the proceedings of the Executive Committee.
- (iii) The Executive Committee's powers are by and large same as of National Council except as mentioned in Rule 25 (g), 25 (i), 25 (t), 25 (z), 25 (aa), 25 (bb) and 25 (cc)

- (iv) The Executive Committee shall appoint the Vice-Chairman and Honorary Officers of the Society from among the members of the Executive Committee and such officers shall be appointed annually immediately after the election meeting.
- (v) The incoming Executive Committee immediately after the election meeting shall elect the Chairman and two members of the Regional Chapter to serve on the National Council.
- (vi) Should the Regional Chapter have a primary membership in excess of thirty members, the incoming Executive Committee is entitled to nominate more members to serve on the National Council in the proportion of one more members for every additional thirty members.
- (vii) In case, one or more representatives of a Chapter are elected to serve as office bearer(s) of the National Council, the Chapter Executive Committee shall nominate additional representative(s) in his/her/their place to serve on the National Council.

**(G) Proceedings of the Executive Committee**

These are on the same lines as of National Council except that President role will be performed by Chairman and:

- (i) Unless otherwise determined, quorum shall be three members
- (ii) At least seven days notice shall be given to every member of the committee for a meeting of Executive Committee. An emergency or urgent meeting may be called at short notice.

**APPLICABILITY OF ACT**

- 60.** All the provisions under all the sections of the Societies Registration Act, 1860 as applicable to National Capital Territory of Delhi, shall be applicable to the Society.

**ESSENTIAL CERTIFICATE**

- 61.** Certified that this is the correct copy of the Rules and Regulation of the above society.

**(SECRETARY /TREASURER)**

**(SECRETARY GENERAL)**

**(PRESIDENT)**